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# Social Media Highlights

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- YouTube (Reel NASA)
- My Space
- Facebook
- Ustream
- Flickr
- Twitter
- Mike Massimino's first Twitter
- First Twitter from space (Expedition
- Mike Massimino's "Behind the Scenes"
- STS-130 Tweet-up
- STS-132 Tweet-up
- Benchmarking Nov 2009 & July 2010





## NASA 2Explore

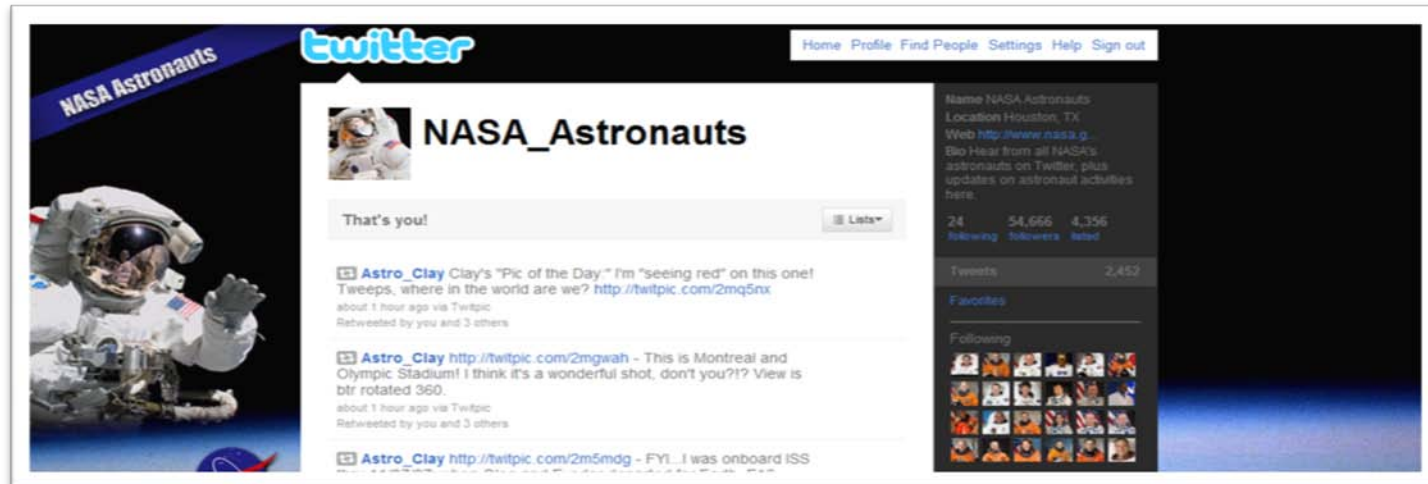
- 82,200 people like this  2,742 since last week
- 59,359 monthly active users  2,335 since last week
- 2,592 wall posts and comments this week  834 since last week





## @NASA\_Astronauts

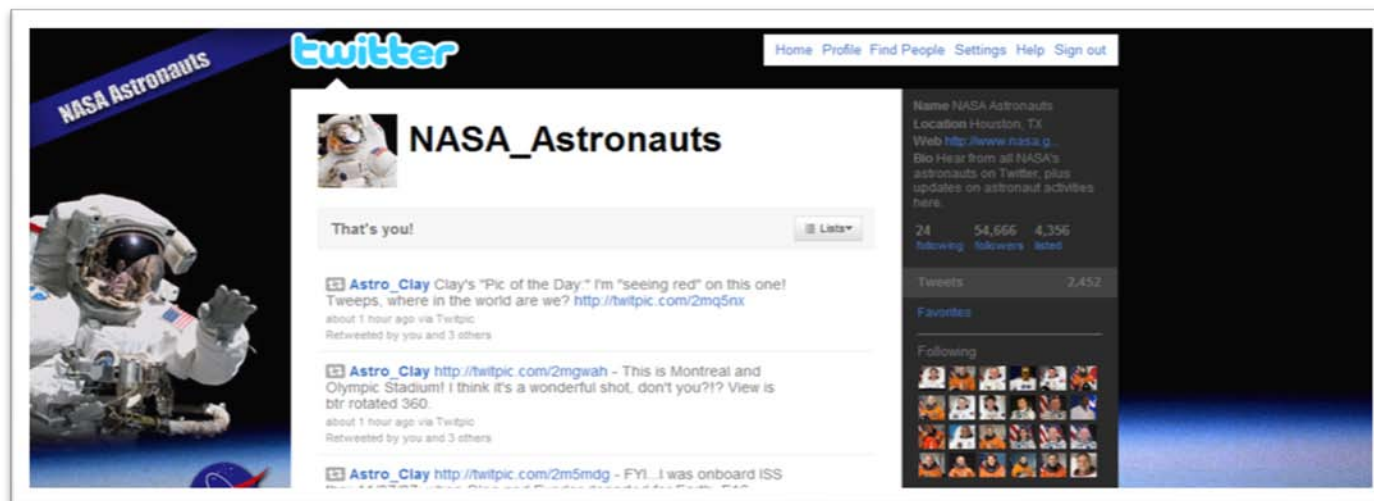
- **54,509** followers
- **24 NASA** astronauts tweeting
- More than **2 million** collective followers
- **1.3** million following @Astro\_Mike





**@NASA\_Astronauts**

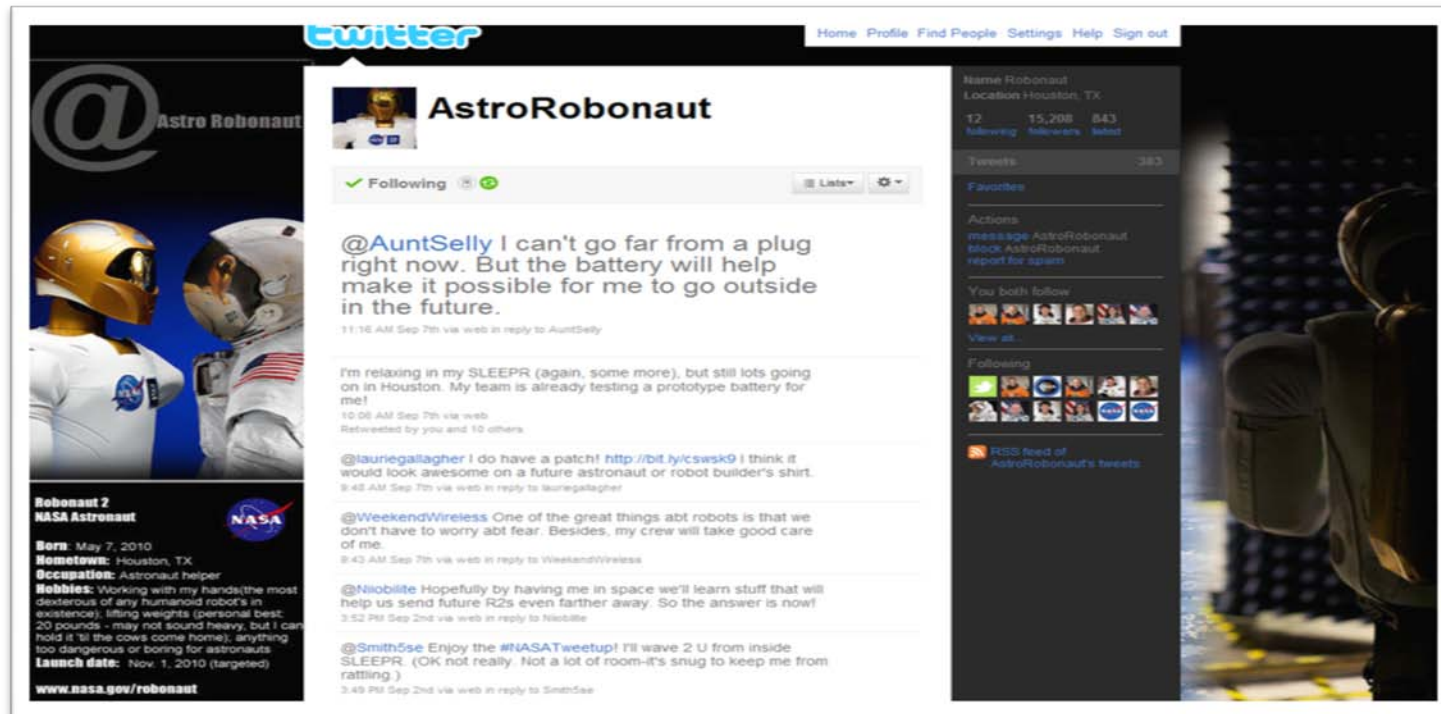
- **1 Astronaut tweeting from space now!**
- **4 Astronauts** on last scheduled space shuttle tweeting
- **3 Bilingual Astronaut Twitterers**
- Tweets in **4 languages**: English, Spanish, Japanese and Russian





## @Astro\_Robonaut

Inanimate object tweeting from a packing crate with  
**+15,000 followers!**



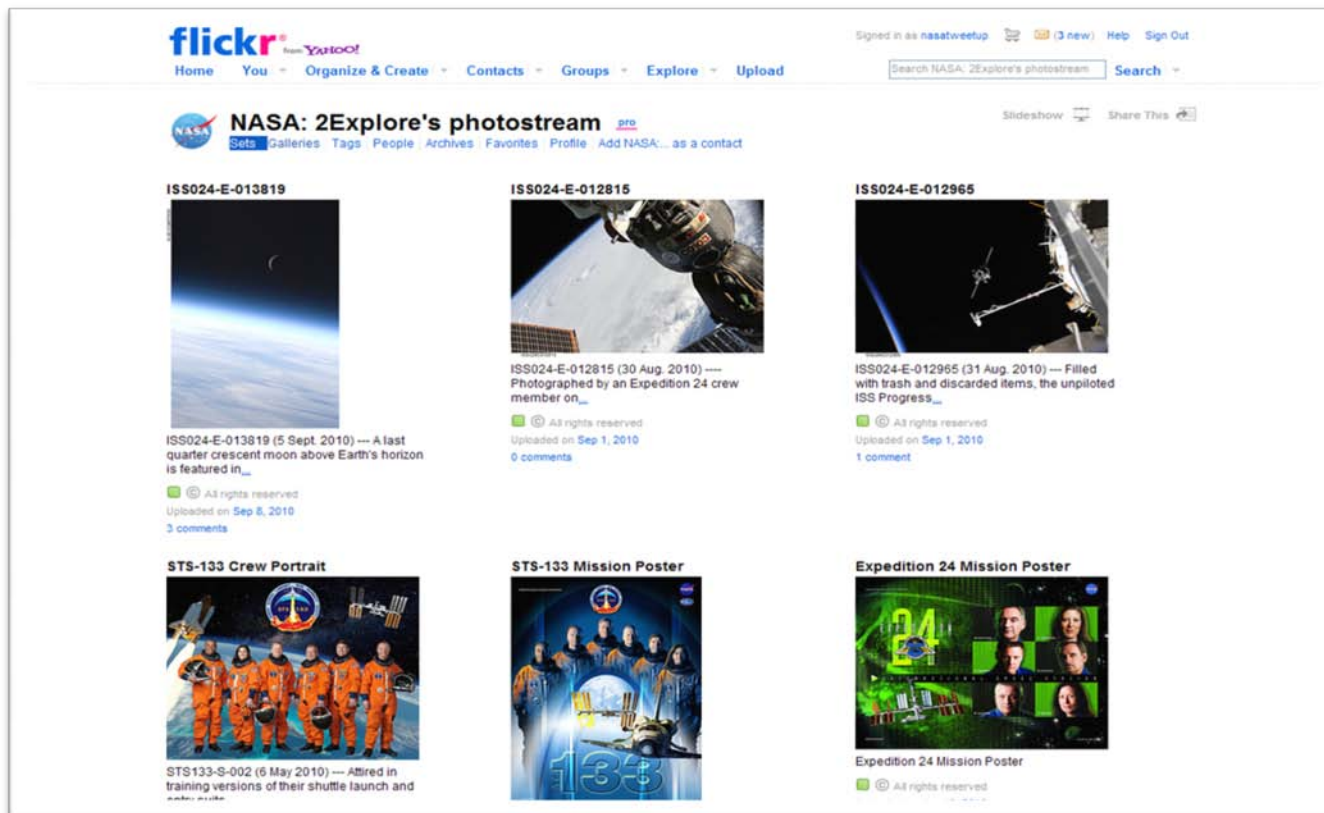
The screenshot shows the Twitter profile of @AstroRobonaut. The profile picture is a close-up of the Robonaut 2 helmet. The header includes the name "AstroRobonaut" and the location "Houston, TX". The bio states: "Robonaut 2 NASA Astronaut Born: May 7, 2010 Hometown: Houston, TX Occupation: Astronaut helper Hobbies: Working with my hands (the most dexterous of any humanoid robot's in existence); lifting weights (personal best: 20 pounds - may not sound heavy, but I can hold it 'til the cows come home); anything too dangerous or boring for astronauts Launch date: Nov. 1, 2010 (targeted) www.nasa.gov/robonaut". The tweets section shows several replies to other users, including @AuntSelly, @lauriegallagher, @WeekendWireless, @Niobilit, and @Smith5e. The right sidebar shows the user's statistics: 12 following, 15,208 followers, and 843 liked. It also includes a list of users followed and a link to the user's RSS feed.



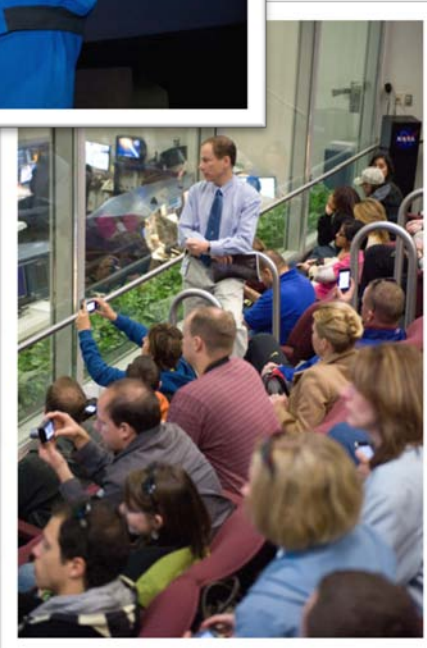


# NASA 2 Explore

## Using Flickr to feed photos to Facebook and Twitter



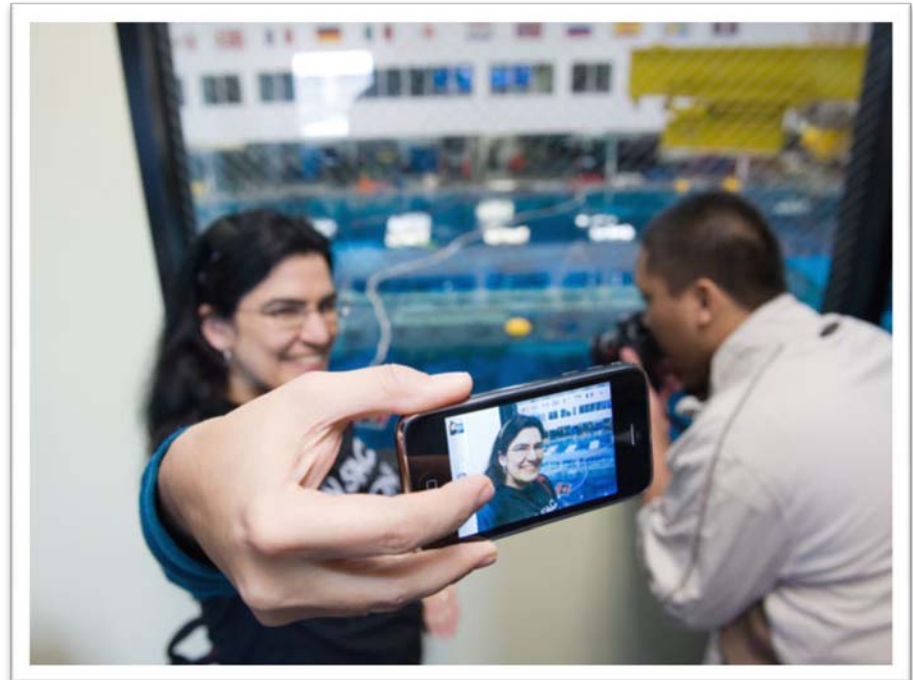
# NASA Tweetups





## STS-130 Tweetup

- More than **80 people** attended
- Came from **25 different states** and **3 different countries**
- Reached more than **150,000** people through Twitter
- Media covered event



## STS-132 Tweetup

- More than **85** people attended
- Came from **22 different states** and **5 different countries**
- **Sweden, United Kingdom, Hong Kong, Mexico** and **Canada**
- Reached more than **440,000** people through Twitter
- Media covered event



# Social Media Working Group

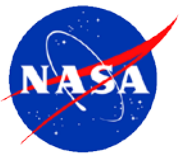


JSC's Social Media Working Group helps break new ground.

Members from JSC organizations investigate, test and develop new social media tools

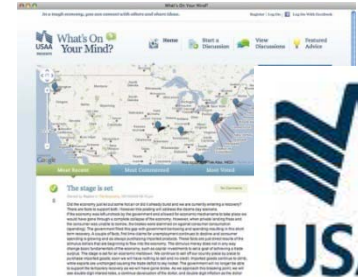
Reviewed and developed draft social media guidelines for JSC and supported HQ

Organize and support events to build social media environment at JSC



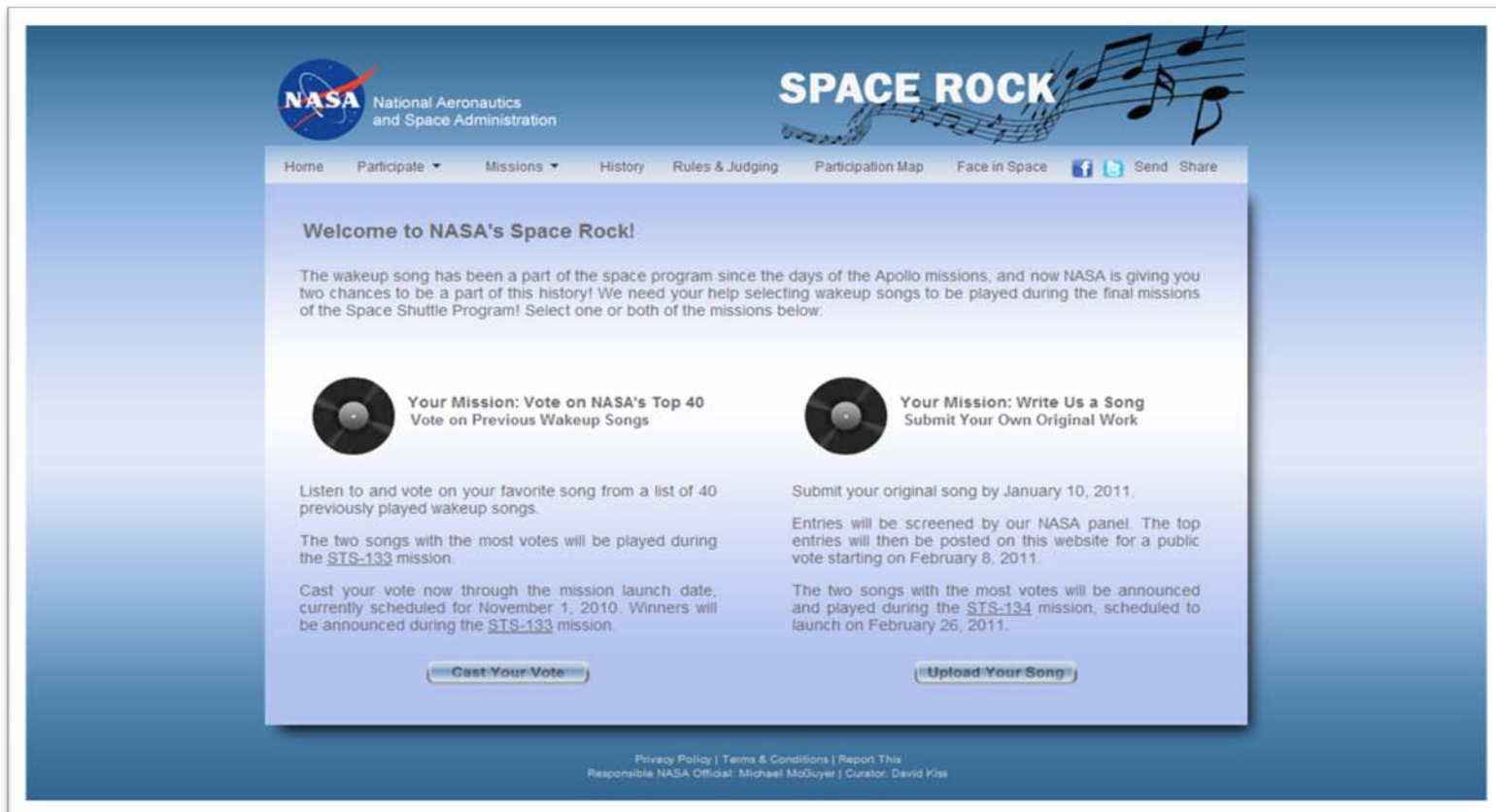
# Benchmarking Workshops

- **July 2010 Benchmarking Workshop** engaged reps from USAF, DHS, EPA, American Red Cross, City of Houston, public sector law, and UH-Clear Lake **to benchmark initiatives and policy**
- **Nov. 2009 Benchmarking Workshop** with USAA, EarthSky.org, openNASA/Skytland, NASA Spacebook, MyPRPro, blogger Joel Walker and JSC social media adopters **to build the community**

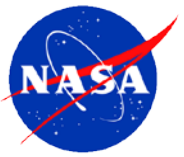


- More than **1.6 Million** Votes
- Worldwide participation with **594** participants
  - Including **India, Australia, Turkey, Peru, New Zealand** and more!

## Space Rock







# What people are talking about

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Shuttle Discovery  
on the move!  
“Godspeed from  
Germany”

“Your tweets are  
fascinating and  
really help interest  
in NASA and the  
space program.  
Valuable.”

“I love getting a window  
into the life of a real  
rocket scientist. Makes  
the program come alive  
for me in a great way!”

“Thanks for making  
science cool! Trying  
to keep my daughter  
interested. Girls can  
be rocket scientists  
too!”

**[NEWS] Future  
International Space  
Station Crew Holds  
News Conference:**  
226 people like this  
46 comments